

Message Text

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FM SECSTATE WASHDC
TO AMEMBASSY BUENOS AIRES

UNCLAS STATE 285962

E.O. 11652: N/A

TAGS: BEXP, AR

SUBJECT: MEETING OF WASHINGTON COMMERCIAL ACTION GROUP

REF: BUENOS AIRES 8174

1. WCAG MET ON NOVEMBER 28, 1977.

2. ASSESMENT OF FY 1977 CCP:

A. WCAG COMMENDED POST FOR ITS EXCELLENT REPORTING ON
YACIRETA-APIPE HYDROELECTRIC PROJECT. WCAG AGREED THAT
MARKET SURVEY UPDATE ON POWER GENERATION EQUIPMENT IS AN
ACTIVITY THAT SHOULD BE CARRIED OVER IN FY 78 CCP UNDER
CAMPAIGN NO. 2. RECRUITMENT AND SPONSORSHIP OF TECHNICAL
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SEMINAR IS ALREADY INCLUDED AS ACTION FOR THIS CAMPAIGN IN
FY 78 CCP.

B. SUCCESS OF CHEMICAL AND PETROCHEMICAL INDUSTRIES CAMPA-
IGN (CAMPAIGN NO. 2) WAS REFLECTED BY TRADE OPPORTUNITIES
WHICH POST REPORTED AND THE COMPREHENSIVE STATUS REPORT ON
THE BAHIA BLANCA COMPLEX.

C. WCAG AWAITS RECEIPT OF MARKET SURVEYS FOR 1) PETROLEUM AND NATURAL GAS EQUIPMENT AND 2) HEAVY CONSTRUCTION AND

EARTH-MOVING EQUIPMENT.

D. WCAG CONCURS WITH CCAG DECISION TO SUSPEND COMPLETION OF STEELMAKING EQUIPMENT MARKET SURVEY. IF INCOMPLETE SURVEY IS IN USABLE FORMAT OR IF SOME MARKET DATA HAS BEEN COMPILED, REQUEST POST SEND THIS INFORMATION TO OIM SINCE THIS COULD PROVE USEFUL FOR BUSINESS INQUIRIES. POST SHOULD NOT DEVOTE ADDITIONAL EFFORT TO COMPILE INFO SINCE MARKET SURVEYS LISTED IN FY 78 CCP TAKE PRECEDENCE.

E. POST REPORTING ON PAPER AND WOOD PRODUCTS INDUSTRIES WAS USEFUL AND INDICATIVE OF CONSIDERABLE EFFORT EXPENDED IN THIS ACTIVITY.

F. POST SUBMITTED 21 PRIVATE TRADE OPPORTUNITIES AND 42 FOREIGN GOVERNMENT TENDER OPPORTUNITIES DURING FY 77. POST IS COMMENDED FOR THE SUPERIOR QUALITY OF THEIR T.O.'S THAT HAVE HIGH ANNUAL SALES POTENTIAL. LIKEWISE, THE POST'S SUBMISSIONS CONTAIN VERY WELL DEFINED PRODUCT DESCRIPTIONS AND EXCELLENT PRODUCT/SERVICE CODING.

G. WCAG PLEASED TO KNOW THAT CCP PROVED TO BE EFFECTIVE
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AND USEFUL TOOL IN PROVIDING FRAMEWORK FOR POST'S TRADE PROMOTION ACTIVITIES.

H. WCAG UNDERSTANDS STAFFING PROBLEMS ENCOUNTERED IN ATTEMPTING TO COMPLETE ALL OF FY 77 CCP ACTIVITIES. IN VIEW OF ELIMINATION OF TWO CAMPAIGNS, GOALS OF FY 78 CCP SHOULD PROVE TO BE MORE REALISTIC.

I. TABLES SUMMARIZING PERSONNEL AND FINANCIAL RESOURCES WERE USEFUL IN IDENTIFYING POST'S ACTUAL ALLOCATION OF RESOURCES AND WORKLOAD.

3. WASHINGTON SUPPORT:

A. IN SEEKING ARTICLES FOR PUBLICATION IN COMMERCIAL NEWSLETTER AND TRADE PUBLICATIONS, POST IS REMINDED THAT USIA DOES REGULARLY UPDATE ITS LIBRARY COLLECTION OF ARTICLES. TO OBTAIN ARTICLES FROM USIA, USIS IN ARGENTINA SHOULD SUBMIT REQUEST SPECIFYING INDUSTRY TO BE PROMOTED, LENGTH OF ARTICLE, ETC. (REF: STATE A-5960, APPENDIX C: USIA SUPPORT MEDIA PRODUCTS, 12/10/76).

B. STATE AND COMMERCE WILL CONTINUE TO ASSIST POST IN ATTEMPTING TO SECURE TECHNICAL SPEAKERS FOR SEMINARS THROUGH THE AMERICAN SPECIALISTS PROGRAM.

4. FY 1978 CCP:

A. WCAG RECOGNIZED POST'S ACTIONS ALREADY UNDERTAKEN IN SUPPORT OF SAO PAULO TRADE CENTER EXHIBITIONS (ACTIVITY NO. 2, SECTION IV) AND UNDER MINING AND HEAVY CONSTRUCTION INDUSTRIES (CAMPAIGN NO. 3). POST'S PROMOTION OF TC SHOWS EVIDENT BY ARGENTINE VISITOR ATTENDANCE AT EXHIBITIONS. POST'S EFFORTS ARE COMMENDED.

B. POST'S COMMUNICATIONS ON VISITOR ATTENDANCE AND UNCLASSIFIED

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REFIND ASSISTANCE FOR TC EXHIBITIONS APPRECIATED BY USDOC. VANCE

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